



Alberta INDUSTRIAL NEWSLETTER

DEPARTMENT OF INDUSTRY AND DEVELOPMENT / Hon. A. R. PATRICK, Minister
INDUSTRIAL DEVELOPMENT BRANCH / R. MARTLAND, Director

- CONCRETE BLOCKS
- TRADE CONFERENCE
- INDUSTRIAL DETERGENTS
- TOWN OF JASPER PLACE

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APRIL, 1961

ASK ALBERTA PRODUCTS BE GIVEN PREFERENCE

THE USE of more Alberta-made building materials in construction projects undertaken by provincial, municipal and civic governments was called for in a resolution passed at a recent meeting of the Alberta Industrial Development Board.

The board requested the co-operation of all public bodies in considering the use of Alberta-made products equal to specified materials in quality and price. They felt that projects constructed with public funds should support Alberta industry, thus bolstering the provincial economy. It was felt there were too many public construction projects using non-Alberta materials even though similar products are being manufactured in Alberta at the present time.

The Board also called upon the Department of Industry and Development to expand the provincial Bureau of Statistics area studies program, and initiate specific market studies. Members

felt that information of this nature would assist greatly in encouraging new industrial development and expansion.

Another resolution supported the promotion of a trade and industry conference which is scheduled to be held in Calgary on May 16. Businessmen and industrialists from Alberta are encouraged to participate in the conference to which Federal trade officials have been invited to provide first-hand information about the Federal Government's program and plans for maintaining economic growth in Canada, particularly in the fields of industrial development and export trade. A similar meeting held recently in Manitoba attracted more than 600 businessmen.

At their two-day conference the industrial representatives from Alberta's cities and major towns heard several addresses on topics related to industrial development.

Dr. D. R. Stanley of the Stanley-Grimble Roblin Limited spoke on water resources and waste

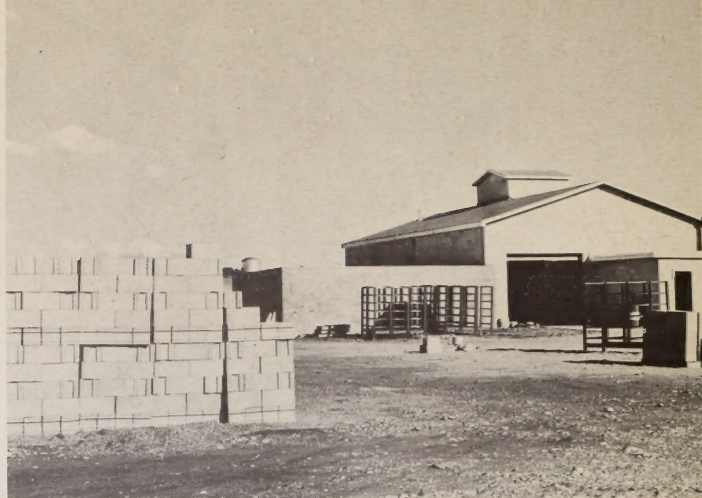
treatment; J. Gregory of the Research Council of Alberta explained the role of that body in industrial development and F. Marlyn, executive director of the Edmonton District Planning Commission chose "Planning for the Future" as his theme.

Possible developments in Alberta's oil and gas picture were outlined to the group by C. Jackman, economist with the Provincial Department of Mines and Minerals. G. Perks, C.P.R. Industrial Agent at Calgary spoke on the part played by the railroads in industrial development.

Other reports were provided by A. Fitzpatrick of the Research Council staff; D. Istvanffy, Statistician, Department of Industry and Development; J. Ferguson, Employment Liaison Officer, Department of Labour; and R. Martland, chairman and director of the Industrial Development Board.

The next Industrial Development Board meeting will be held in Grande Prairie in September.

Grande Prairie Firm Produces Concrete Blocks



The modern cement plant is located on the eastern outskirts of the City of Grande Prairie. Ample space is provided for outdoor storage of manufactured blocks.

A plant designed to manufacture forty different types of concrete blocks, established at Grande Prairie during September 1959, is now in full production.

Northwest Concrete (Grande Prairie) Ltd. supplies the Peace River area with the building blocks that are used for home and commercial construction in the district. Wholly owned by Edmonton Concrete Block Co. Ltd., the plant is equipped with the latest automatic machinery.

The plant is a one-storey cement block structure with 3,700 square feet of work space. The central

portion houses the automatic machinery in which cement and an aggregate material are combined with a small quantity of water. The aggregate used in the process is obtained from Edmonton and consists of special clay that has been treated to expand it, similar to popcorn or puffed wheat. The properties of aggregate make it valuable for its light weight and fine insulation characteristics.

The mixture of cement and aggregate produces a moist mixture that holds to any shape applied. Cement blocks are shaped in a machine through use of a combination of heavy pressure and vibration. The shaped block is removed from the machine in its damp state, and transferred to the steam room where it is cured and hardened overnight.

The equipment is capable of producing 2,000 blocks per day and with some additions to the existing machine, production could be doubled.

The total investment in the building and machinery is \$90,000. Manufacturing equipment was obtained from the United States and all materials used in the process are obtained provincially.

Northwest Concrete (Grande Prairie) Ltd. employs four persons on an annual payroll totalling \$15,000. Annual gross approximately \$75,000.



Latest mechanical aids such as this hydraulic lift are used to move moist cement blocks to the drying room.

Calgary Commercial Detergent Plant Established As Result of Industrial Development Workshop

An idea originating from a 1957 City of Calgary sponsored industrial development workshop has been turned into a thriving industrial detergent manufacturing concern by two enterprising Calgarians.

T-Line Chemicals Ltd., after one full year of production, employs five persons and can produce 500 gallons of industrial detergents daily. During the past year only Calgary markets were serviced by the new company, although it is hoped the whole of Alberta will be served during the current year.

The firm was organized in 1960 by two native Calgarians, Stan Appleton and Tom Wheatley, after several years of careful research into methods of production and market potential. Prior to forming their company, the partners were employed in the industrial detergent sales field.

T-Line Chemicals' products are manufactured under the "T-Line" label. More than 20 chemical base cleaners, polishes and waxes are included in the firm's list of manufactured materials. Broken down, there are: six liquid detergents, two mechanical engine degreasers, five liquid waxes, two polymers, two industrial disinfectants and sanitizers, a glass cleaner, liquid water-closet cleaner, and two types of liquid hand soaps. As distributors and jobbers, the company also handles some 40 auxiliary lines.

One of the firm's major raw material suppliers has made its complete laboratory facilities available to the Calgary industry. As a result, T-Line Chemicals Ltd. are able to specialize in solving cleaning problems, particularly in "hard water" areas of the province.

The co-partners themselves prepare all liquid products in a large mixing vat. A series of tests are conducted during the process



Co-owners of T-Line Chemicals Ltd., Stan Appleton and Tom Wheatley, examine a label of one of the firm's products.

to assure that product quality meets the rigid requirements of industry. Products are packaged in 1-, 5-, 15-, 25- and 45-gallon containers.

Raw materials are purchased from various sources in Canada and the United States. Annual sales volume is approximately \$100,000 with an annual payroll of \$20,000.

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Post Office Department, Ottawa.

Space, Machines Made Available

As one of its services to industry, the Industrial Development Office of the Department of Industry and Development is assisting manufacturing and other concerns lacking sufficient space to successfully complete their processing, to locate space and suitable manufacturing facilities in other plants in the province. The office now has on file information from Alberta industries with a surplus of space and machine time offering use of their facilities to others.

CALGARY TO HOST TRADE, INDUSTRIAL CONFERENCE

A Trade and Industrial Promotion Conference for the Province of Alberta has been arranged under the joint auspices of the Canadian Manufacturers Association, the Chamber of Commerce, the Federal Department of Trade and Commerce, and the Alberta Department of Industry and Development.

The Conference will be held in Calgary at the Jubilee Auditorium on May 16, and Will be divided into two sessions, one on domestic commerce and the other on export trade.

Businessmen and manufacturers in both primary and secondary industries will be invited to meet with senior officials of the Federal Department of Trade and Commerce and the Provincial Department of Industry and Development to discuss the promotion of trade in both export and domestic markets.

Business organizations will be requested to give consideration to their ability to enter the export field or to expand the value of their sales at home and abroad.

The services available within the Department of Trade and Commerce designed to assist domestic industries to develop and expand will be discussed at this conference. The discussion of these services will include such topics as assistance to small business, including guaranteed bank loans for small business enterprises; accelerated capital cost allowances available for assets to produce new products; federal-provincial programs to assist in industrial expansion; the manufacturer of products in Canada under licensing arrangements with foreign manufacturers; the importance of industrial design as a factor in the competitiveness of Canadian products; industrial standards; and the objectives and programs of the National Productivity Council.

"The Alberta Government already has an active and continuing program of encouragement of provincial industry," The Hon. A. R. Patrick, Minister of Industry and Development, said in announcing the conference. "Expanded export trade by Alberta manufacturers will be one of the objectives of this conference."

"The discussions will give Alberta businessmen an opportunity to become more closely acquainted with services available through federal agencies and provincial agencies," he declared.

"Such intercommunication between Alberta businessmen and those in close contact with international and domestic trade opportunities will provide incentive for greater development of this province's natural resources and its industrial potential."

Advance registrations are desirable and are now being accepted by The Trade and Industrial Promotion Conference, c/o C.M.A., 241 Tegler Building, Edmonton, Alberta.

A registration fee of \$5.00 includes the cost of a noon luncheon, and should be forwarded with the registration.

It is expected that Hon. Geo. Hees, Minister of Trade and Commerce, will attend and will be accompanied by the following officers of his department:

Mr. James A. Roberts, Deputy Minister of Trade and Commerce.

Mr. H. Leslie Brown, Assistant Deputy Minister (External Trade Promotion).

Mr. Denis Harvey, Assistant Deputy Minister (Commodities and Industries).

Mr. Bertram G. Barrow, Assistant Deputy Minister (Domestic Commerce).

Mr. R. Campbell Smith, Director, International Trade Relations Branch.

Mr. J. R. Downs, Chief, Asia and Middle East Division, International Trade Relations Branch.

Mr. A. W. A. Lane, Chief, Commonwealth Division, International Trade Relations Branch.

Mr. W. G. Pybus, Chief, European Division, International Trade Relations Branch.

Mr. B. S. Shapiro, Chief, Latin American Division, International Trade Relations Branch.

Mr. G. A. Browne, Chief, United States Division, International Trade Relations Branch.

Mr. A. W. Thomas, Assistant General Manager, Export Credits Insurance Corporation.

Mr. R. MacLean, Director, Standards Branch.

Mr. B. Hayden, Director, Industrial Development Branch.

Mr. M. Mahoney, Assistant Director, Small Business Branch.

Mr. John Dickinson, Executive Director, National Productivity Council.

Chief, Depreciation Certification Division.

It is expected that Mr. Patrick will be accompanied at the conference by J. E. Oberholtzer, deputy minister of Industry and Development; R. Martland, Director of Industrial Development; D. J. Istvanffy, provincial statistician; J. E. Fleming, secretary of the Department of Industry and Development; and C. R. Pearce, Chairman of the Provincial Marketing Board.

MICROFILM FIRM MOVES TO \$100,000 QUARTERS

Comprehensive photographic reproduction service is provided Calgary industrial concerns by West Canadian Microfilm Limited who recently completed an expansion move to new \$103,000 quarters located at 810-5th Avenue South West.

The move to the attractive new building culminates several years rapid expansion for the company, founded in 1952 by its president, W. M. Gillott. When formed, West Canadian specialized in microfilming seismograph oil exploration records. A microfilm camera and one reader made up its equipment complement.

Today, with equipment valued at \$90,000, the firm can undertake almost any reproduction assignment. Distinct departments have been established on the main and lower levels of the West Canadian plant to handle microfilming with 16, 35 and 101 mm microfilm cameras; microfilm processing; flopping; diazo or blueline printing; graphic arts, and commercial printing.

Microfilm projects are undertaken either in the customer's office or in the plant. Once underway, a constant check is kept on the quality and readability of the



The new plant of West Canadian Microfilm is shown here.

film. Two fully automatic 1,200-foot per hour continuous type processors are used to process film. Automatic replenishment of chemicals assures uniformity of development and each roll is checked for density, resolution and residual hypo content. All processed films meet C.S.A. standards, and with proper care and storage will last 500 years.

The flopping section utilizes a unique enlarger which acts as a camera in reverse in printing from microfilm onto photographic paper.

It has a speed of 60 feet per minute and has become a popular tool for mass reproduction of oscillograph-type masters.

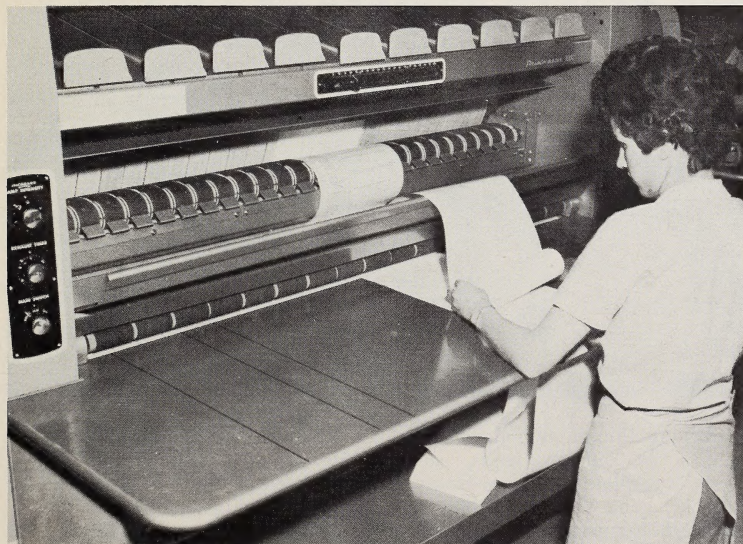
There are two diazo or blueline printing machines capable of making reproductions 54 inches wide, in any length. The main use is in blue prints of oil maps and building plans.

West Canadian's micromat department features a giant 101 mm. microfilm camera designed and built by the firm's technicians. It is used for miniaturization of large maps and drawings. The micromat can be blown back to the original size, or to any other scale desired. Its use eliminates the need for large map or drawing storage.

Mosaics, maps or drawings of any kind can be produced in a versatile graphic arts division. A huge 58" by 158" frame is used to record on film maps of the largest size. Almost any size enlargement can be made as the division has a negative holder measuring 44" by 44". Industrial color reproduction equipment has also been installed to provide complete photographic service.

The West Canadian plant also boasts a modern printing department equipped to handle both letterpress and offset printing.

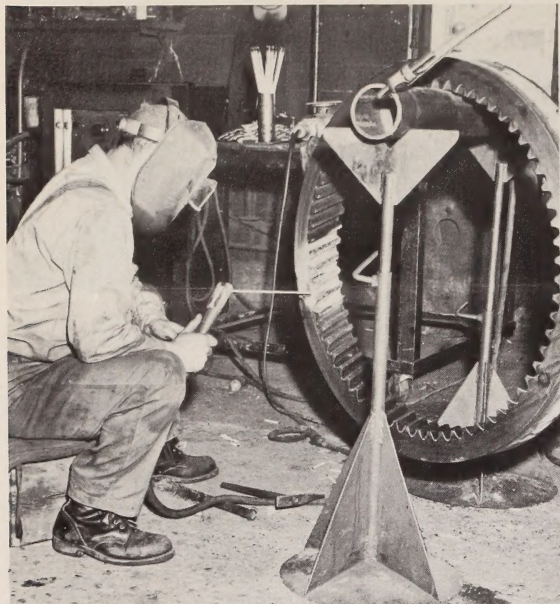
A total of 30 persons are employed in the Calgary company's operations. Annual payroll is in excess of \$120,000.



This printing machine is capable of turning out reproductions up to 54 inches wide.

North American Markets Served By G. P. Company

Steel Industries Grande Prairie Limited located in the City of Grande Prairie produces specialty steel products for industrial use in Canada and the United States. The plant is located in a 5,300-square-foot, one-storey frame building providing stock room



A plant welder is shown working on a large sprocket.

space measuring 43 feet by 44 feet and a machine shop 100 feet by 33 feet. Most of the machinery was designed and built by company employees. This includes a heavy-duty two-hundred ton capacity hydraulic press, shapers and a steel rolling mill.

Established in 1953, the company originally manufactured a heavy duty breaking plow for use in the Peace River district of Alberta. The firm no longer produces the plow although requests for it are received periodically. A large brush cutter designed by the company for use with a caterpillar tractor is also manufactured. Principal production centres around a selection of sprockets and pulleys for use in saw mill operations. The large wheels are rolled at the plant and feature a central sprocket that is easily replaced as it becomes worn. A large plywood plant in the United States is equipped with pulleys and sprockets manufactured by the company.

Sheet and rod steel for the plant is obtained from Edmonton and converted in the plant. Stamping and acetylene cutting equipment work from a selection of redesigned dies of most sprocket part shapes. The final finishing and machining is also done at the company plant.

Steel Industries Limited is wholly owned by M. J. Rodacker of Grande Prairie and employs 12 persons. Annual payroll totals \$50,000.

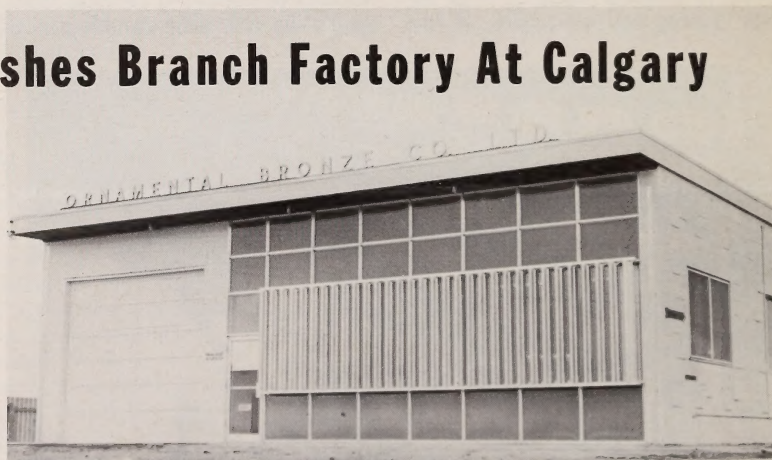
The value of the building and equipment including that built by the employees is estimated at \$125,000. Annual gross for the company approximates \$200,000.

Coast Firm Establishes Branch Factory At Calgary

The Ornamental Bronze Company Ltd. of Vancouver has established a branch factory at Calgary for the manufacture of extruded aluminum products used in the construction industry.

The company first opened a sales office in Calgary three years ago. Six months later they began manufacturing on a small scale in rented 2,500 square feet quarters. Construction of a new 50' by 80' concrete block plant at 7016 Farrell Road in the southeast Calgary Fairview industrial sub-division began in April of 1960. The structure was opened in November.

Ornamental Bronze's Calgary operation involves the design, fabrica-



tion and erection of such aluminum products as curtain walls, sun screens, complete building fronts, entrances, hand rails and plaques. Aluminum extrusions are supplied by the Aluminum Company of Canada.

The company has approximately \$45,000 invested in land, plant and equipment. Some 20 persons are employed in all phases of the industry with an annual payroll of approximately \$100,000.

TOWN OF JASPER PLACE

Location: The town lies astride Highway No. 16 on the west boundary of the City of Edmonton.

Altitude: 2,205 feet.

Temperature: Mean summer, 55.8 degrees; mean winter, 22.8 degrees.

Rainfall: Average annual rainfall, 13.6 inches; average annual snowfall, 50.1 inches; average annual precipitation, 18.19 inches.

Geology: Rocks underlying the glacial deposits of the area are sandstone and sandy shales of the Upper Cretaceous age period. Coal sediments containing fossil remains of the dinosaur are found.

Soil: Jasper Place is in the black soil zone with a surface horizon of 12 to 14 inches of black to very dark brown soil. In the surface foot is found about three to four times as much nitrogen and organic matter as there is in the average brown or grey-wooded soil. Wheat of fairly good quality is grown and mixed farming is popular.

History: The site of Jasper Place was originally part of the Municipal District of Stony Plain and until after the turn of the century was used solely for farming. The first general development occurred during an Edmonton land boom in 1912, and continued from that time on.

On January 1, 1950, Jasper Place became a village, and on November 6 of the same year the Town of Jasper Place was formed. In 1954 the community expanded from a purely residential satellite when an industrial section was set aside.

Living Conditions: Because Jasper Place adjoins the City of Edmonton its residents enjoy all city facilities. On the northern outskirts of the town industry has blossomed with the location there of several multi-thousand and million dollar plants. Jasper Place is the fourth largest urban centre in the province.

Administration: The town is governed by a mayor elected to a two-year term, and six councillors, two elected each year to a three-year term. Town affairs are administered by a secretary-treasurer who carries out the policies set by council. A new 120 feet by 60 feet town hall houses municipal offices, police office and gaol.

Laws and Regulations: Police protection is provided by a force of a chief, three sergeants and 19 constables. The town is a member of the Edmonton District Planning Commission. Construction must comply with zoning by-laws and the National Building Code while electrical and sanitary installations must comply with provincial regulations.

Fire Protection: Is provided by a brigade of a chief and 18 firemen who have at their disposal adequate equipment to ensure efficient protection. Water is obtained from the City of Edmonton. There are in excess of 300 conveniently located hydrants.



JASPER PLACE,
ALBERTA

Tax Structure: The net assessment in 1960 was \$35,767,530 comprising land, 100 percent of value, \$44,487,990, and improvements, 60 percent of 1947 values, \$24,279,540. The mill rate was 55 mills made up of 17 municipal, 35 schools and three hospital.

Areas: Total town area is 4,040 acres. There are 395 acres of streets, roads and lanes; and 64 acres of parks and playgrounds.

Sewer and Water Main Mileage: Storm sewers, 50 miles; sanitary sewers, 65 miles; water mains, 71 miles.

Power: Three phase, 60-cycle power is supplied to the town under a franchise by Calgary Power Ltd. Under a domestic rate available to all customers the charge for the first 20 kwh or less used per month is \$2.30 subject to a 30-cent prompt payment discount. All over 20 kwh used per month—1.5 cents per kwh.

Commercial rate: service charge, first 500 watts of connected load, 60 cents per month; each additional 250 watts of connected load, 20 cents per month. Energy charge, first 50 kwh per month per kw of connected load, 6 cents per kwh; next 150 kwh per month per kw connected load, two cents per kwh; over 200 kwh per month per kw connected load, one and one-half cents per kwh.

A special power rate is available on request.

Water: Is obtained from the City of Edmonton in bulk and resold by the town to property owners and householders.

Natural Gas: Is supplied under a franchise by Northwestern Utilities, Limited. General rate, available to all customers: first 20 therms or less used per month, \$3.00; all additional therms used per month, 3.5 cents per therm.

Rate No. 2 (optional rate): Available on annual contract to all customers whose annual consumption is more than 97,000 therms. Fixed charge, \$100 per month, plus commodity charge, 2.3 cents per therm.

Rate No. 3 (optional high load factor rate): Available on annual contract to all customers whose annual consumption is more than 100,000 therms and whose total consumption during the six meter reading periods ending in May-October inclusive is not less than 40 percent of total consumption during the contract year. Fixed charge is \$20 per month plus 22 cents per month per therm of maximum twelve-hour demand. Commodity charge for all consumption is 1.5 cents per therm.

Other special service rates are available.

Other Fuels: L.P. gas, diesel fuel and coal are available.

Local Resources: Cereals, clay, dairy products, forage crops, furs, gas and oil, gravel, livestock, honey, poultry and eggs, sand, straw.

Government Offices and Services: Federal, Post Office and mail delivery. Provincial—Alberta Government Telephones, liquor store. Municipal—Town administration and inspection offices.

Health Services: Persons requiring hospitalization use Edmonton hospital facilities. A Health Unit is located in the town with a staff of a medical doctor, dentist, four nurses, and a sanitary inspector. There is also an Alberta Welfare Office. Other health facilities include four private practising physicians, three dentists, three chiropractors, one veterinary surgeon, one optometrist, one dental lab and five drug stores.

Professional and Skilled Services: accountants, 2; barristers and lawyers, 2; barber shops, 8; beauty parlors, 6; shoe repairs, 2, and watch repairs, one.

Transportation: A spur line of the CNR serves the industrial area. Regular bus service is provided, and taxi service is available.

Communication: Weekly "Suburban Times;" A.G.T., post office, Radio stations CFRN, CJCA, CHED, CBX, CKUA, CHFA, in Edmonton; CFRN-TV.

Financial Facilities: Bank of Montreal, two branches; Royal Bank of Canada, two branches; Canadian Bank of Commerce, Imperial Bank of Canada, Bank of Nova Scotia.

Visitor Accommodation: Two hotels, Jasper, and New West; eight motels, trailer court.

Churches: Anglican, Baptist, Church of God Incorporated, Dutch Reform, Gospel Tabernacle, Moravian Church, Roman Catholic, United, Lutheran.

Lodges: Masonic.

Service Clubs: Lions, Optimist, Chamber of Commerce, Jr. Chamber, Canadian Legion, Toastmasters, Knights of Pythias.

Societies and Associations: Home and School Associations—12, and Community leagues—11.

Education: Excellent public and separate school facilities are available with instruction in grades one to twelve with the following optional subjects: home economics, shop, art, French, industrial art, physical education. There are more than 4,500 public school students with more than 160 teachers. Separate school enrollment includes in excess of 1,500 pupils and nearly 60 teachers.

Theatres and Halls: Tivoli and Jasper theatres of 350 persons capacity and a 650-car drive-in theatre.

Cultural Activities: A library is presently being constructed. There is an active drama group; a 45-piece junior band and 30-piece senior band.

Youth Activities: Boys—Scouts, Cubs, R.C.A.F. Cadets, Army Cadets, Lions Club Jr. Band, Lynnwood School Band. Girls—Girl Guides, Brownies, C.G.I.T., Explorers, two bands.

Sports: Facilities include 14 open air skating and hockey rinks, a six-sheet artificial ice covered curling rink, two private golf courses, open air swimming pool, baseball diamonds, playgrounds.

Fairs: A Children's Day is sponsored annually by the Chamber of Commerce, and a Sports Day is held.

Co-operatives: Jasper Place Credit Union.

Sites: Fully serviced industrial and residential sites are available from private owners.

Industrial Development: Jasper Place is just beginning to feel the effects of industry. Some 800 acres is available for the location of plants in the northern part of the town. Major industries now include Inland Cement, Western Plywood, American Marietta, and the R. Angus Machinery plants.

Retail establishments are open from 9 a.m. to 9 p.m. daily except Sunday, drawing many evening shoppers from Edmonton. There are five large super-markets.

Trading Area: Town and city residents only.

Population: Jasper Place, 1956 census, 15,957. Estimate for 1961 is 30,000.

For further information about Jasper Place
write

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JASPER PLACE, ALBERTA**
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